
























Results for: TNLA Endorsed Service Survey














1) Pick the answer that most closely fits you:

		Percentage	Responses
I was not aware of TNLA's Endorsed Service program until I started filling out this survey.		31.0	31
I vaguely recall the Endorsed Service program but probably wouldn't think to use it.		27.0	27
I am aware of the Endorsed Service program and could find out which companies were endorsed if I needed to jog my memory.		26.0	26
I am keenly aware of the Endorsed Service program.		14.0	14
I am getting tired of hearing about the Endorsed Services program already!		2.0	2
Total responses:			100

2)

The Endorsed Service program should help me make business services purchase decisions by evaluating and endorsing companies from the following industries (choose all that apply):

		Percentage	Responses
Ad-ready photos		2.8	15
Credit Card		4.7	25
Long Distance		2.4	13
Cellular Telephone/Two-Way Radio		5.6	30
On-hold Marketing Messages		2.3	12
Promotions/Marketing Material		4.9	26
Advertising/Marketing		5.8	31
Soil & Plant Tissue Testing		7.3	39
Debt collection		2.8	15
Payroll		3.4	18
1st Aid & Safety products		3.8	20
Drug testing		2.3	12
Fuel/Fleet Program (Gas Cards)		5.3	28
H2A & H2B worker processing		4.3	23
Advertising		4.1	22
Debt Collection		1.7	9
Bank Loans/Financing		3.2	17
Payroll Processors		3.0	16

Prepaid Legal Services		1.9	10
Energy Consultants		1.9	10
Lead generation		2.3	12
Debt Collection		1.1	6
Background Checks		3.2	17
Software - Landscape Design		5.1	27
Software - Office		3.8	20
Software - Retailers/E-tailers		1.9	10
Software - Inventory		2.4	13
IRS Audit Consultants		2.3	12
Tax refund reassessment		1.3	7
Outsourcing of HR work		1.3	7
Other		1.9	10

3) Please list any specific companies you feel TNLA should approach regarding becoming endorsed. If you feel comfortable, please put your name as well for follow-up.

(all results shown)

- DISCOUNTS AT HOTELS AND CAR RENTALS LIKE THE ONES AVAILABLE TO AARP
 - Nextel Cellular Phone
 - I don't understand the criteria used to endorse companies. Wouldn't use them unless I did.
 - Plant Health Care
 - General accounting for entire business, not just payroll
 - not really sure
 - Kinney Bonded Warehouse
 - NOt applicable.
 - N/A
 - Nucleus Design in Houston. Award winning promo service from concept to finished product. Really captures essence of business's culture.
 - There is a company called Allocet which offers a software called QXpress. This is a scheduling software that works very well with Quickbooks Pro. The contact person I worked with is Mr. Paul Jackson.
- My name is Daryn Watson with Allscapes Lawn Care
- NONE AT THIS TIME
 - Koenig Software Systems would like to be one of the endorsed services for software.

4)

Please assess your awareness of each TNLA Endorsed Service provider:

	2	3		
1	Heard of them	Heard of them	4	5

	Never heard of them.	but not been in market for that product.	but didn't consider hiring them.	Considered hiring them.	Currently using company.	Responses	Average Score
HotchKiss	25 (26.04%)	21 (21.88%)	16 (16.67%)	24 (25.00%)	10 (10.42%)	96	2.72 / 5 (54.40%)
Hortica	26 (27.96%)	28 (30.11%)	17 (18.28%)	11 (11.83%)	11 (11.83%)	93	2.49 / 5 (49.80%)
Spectrum Net Designs	53 (58.24%)	14 (15.38%)	10 (10.99%)	9 (9.89%)	5 (5.49%)	91	1.89 / 5 (37.80%)
First National Merchant Solutions	41 (45.56%)	24 (26.67%)	12 (13.33%)	8 (8.89%)	5 (5.56%)	90	2.02 / 5 (40.40%)
1Point Solutions	67 (75.28%)	13 (14.61%)	8 (8.99%)	1 (1.12%)	0 (0.00%)	89	1.36 / 5 (27.20%)
Texas Green Industry (TGI) Worker's Comp Group	33 (36.67%)	28 (31.11%)	16 (17.78%)	10 (11.11%)	3 (3.33%)	90	2.13 / 5 (42.60%)
PlantFind	23 (25.00%)	33 (35.87%)	19 (20.65%)	14 (15.22%)	3 (3.26%)	92	2.36 / 5 (47.20%)
							2.14 / 5 (42.80%)

5) If you have ever been a customer of an Endorsed Service provider, please assess their performance. (Please leave blank if you have never been a customer of these companies.)







	1 Not enough experience to evaluate	2 Poor	3 Satisfactory	4 Good	5 Great	Responses	Average Score
HotchKiss	22 (53.66%)	4 (9.76%)	4 (9.76%)	7 (17.07%)	4 (9.76%)	41	2.20 / 5 (44.00%)
Hortica	24 (68.57%)	1 (2.86%)	1 (2.86%)	5 (14.29%)	4 (11.43%)	35	1.97 / 5 (39.40%)
Spectrum Net Designs	24 (75.00%)	0 (0.00%)	4 (12.50%)	2 (6.25%)	2 (6.25%)	32	1.69 / 5 (33.80%)
First National Merchant Solutions	24 (77.42%)	1 (3.23%)	2 (6.45%)	3 (9.68%)	1 (3.23%)	31	1.58 / 5 (31.60%)
Attorney Tommy Simmons	25 (89.29%)	0 (0.00%)	2 (7.14%)	0 (0.00%)	1 (3.57%)	28	1.29 / 5 (25.80%)
1Point Solutions	26 (96.30%)	0 (0.00%)	1 (3.70%)	0 (0.00%)	0 (0.00%)	27	1.07 / 5 (21.40%)
Texas Green Industry (TGI) Worker's Comp Group	22 (78.57%)	1 (3.57%)	0 (0.00%)	3 (10.71%)	2 (7.14%)	28	1.64 / 5 (32.80%)
PlantFind	22	0	2 (6.90%)	4	1	29	1.69 / 5 (33.80%)

(75.86%) (0.00%) (13.79%) (3.45%)

1.64 / 5
(32.80%)

6) If you had a poor or great experience, please tell us about it!







7) Assuming you're aware that a company is endorsed, how much of an impact does the endorsement make on your purchase decision?

		Percentage	Responses
None.		17.0	16
I might add a TNLA Endorsed company to my list of companies to evaluate.		23.4	22
I am sure to add an Endorsed company to my list for evaluation, but it does not sway my ultimate decision.		43.6	41
I take Endorsement into consideration and would pay up to 5% more to go with the Endorsed company.		10.6	10
I take Endorsement into consideration and would pay over 5% more to go with the Endorsed company		2.1	2
If I know of an Endorsed company, I don't even have to bother to look at anyone else.		3.2	3
Total responses:			94

8)

Please describe your level of agreement with the following statement:







"TNLA's Endorsed Services program is of value to members and should be expanded."

		Percentage	Responses
Enthusiastically agree		11.2	11
Agree		43.9	43
Mixed feelings		29.6	29
Disagree		1.0	1
Strongly disagree		1.0	1
No opinion		13.3	13
Total responses:			98

9)

Please describe your level of agreement with the following statement:

"TNLA's Endorsed Services program is of value to my business."

		Percentage	Responses
Enthusiastically agree		8.2	8
Agree		32.7	32
Mixed feelings		25.5	25
Disagree		4.1	4
Strongly disagree		3.1	3
No opinion		26.5	26
		Total responses:	98